

List of 2018 Winter Olympics broadcasters

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The **2018 Winter Olympics** in **Pyeongchang** are televised by a number of broadcasters throughout the world. As with previous years, **Olympic Broadcasting Services** together with Japan's **NHK** produces the world feed provided to local broadcasters for use in their coverage, including about 90 hours of content captured in 8K.^{[1][2]}

The Games are broadcast in **ultra-high resolution** and **high dynamic range** in select markets. In South Korea, terrestrial UHD broadcasts employ **ATSC 3.0** standard,^[3] launched on May 31, 2017 by SBS, **MBC**, and **KBS** in major South Korean markets such as Seoul and Incheon.^{[4][5]} In the United States UHD broadcasts are available to cable subscribers of **NBCUniversal**,^[6] and to subscribers of satellite TV providers **DirecTV** and **Dish Network**.^[7]

Broadcasters [[edit](#)]

On 29 June 2015, the IOC announced that **Discovery Communications**—owner of **Eurosport**, had acquired exclusive rights to the Olympics from 2018 through 2024 across Europe, excluding **Russia**, on all platforms. Discovery will sub-license its broadcast rights to local free-to-air networks on a territorial basis. Discovery's rights deal will, initially, not cover France due to pre-existing rights deals with **France Télévisions** that run through the 2020 Games. Unlike previous pan-European deals, such as with the **European Broadcasting Union** and **Sportfive**, Discovery will not solely serve as a reseller, and intends to carry coverage on its regional properties, but has committed to sub-licensing at least 100 hours of coverage to free-to-air networks.^{[8][9][10]} In the **United Kingdom**, Discovery will sub-license exclusive pay television rights from the BBC (which still holds broadcast rights through 2020), in exchange for sub-licensing free-to-air rights to the 2022 and 2024 Olympics from Discovery.^[11]

In addition, **IMG** was awarded the in-flight/in-ships broadcast rights.^[12] The **Olympic Channel** will broadcast the Games across the **Indian subcontinent**.^[13]

Territory	Rights holder	Ref
 Asia	 Dentsu ^[i]	[14]
 Australia	 Seven Network	[15]
 Brazil	 Grupo Globo	[16]
 Canada	 CBC/Radio-Canada • Bell Media • Rogers Media • TLN	[17][18]
 Caribbean	 International Media Content Ltd. • SportsMax	[19]
 Cayman Islands	 Cayman 27	[20]

[Main page](#)
[Contents](#)
[Featured content](#)
[Current events](#)
[Random article](#)
[Donate to Wikipedia](#)
[Wikipedia store](#)

Interaction

[Help](#)
[About Wikipedia](#)
[Community portal](#)
[Recent changes](#)
[Contact page](#)

Tools

[What links here](#)
[Related changes](#)
[Upload file](#)
[Special pages](#)
[Permanent link](#)
[Page information](#)
[Wikidata item](#)
[Cite this page](#)

Print/export

[Create a book](#)
[Download as PDF](#)
[Printable version](#)

Languages





Français



Edit links

 China	CCTV	[21]
 Chinese Taipei	ELTA	[20]
 Cuba	ICRT	[20]
 Europe	Eurosport	[22]
 Albania	RTSH	[23]
 Andorra	RTVA	[20]
 Armenia	APMTV	[24]
 Austria	ORF	[25]
 Azerbaijan	AzTV • İdman TV	[26][27]
 Belarus	Belteleradio	[28]
 Belgium	VRT	[29]
 Bosnia and Herzegovina	BHRT	[30][31]
 Bulgaria	BNT	[32]
 Croatia	HRT	[33]
 Czech Republic	ČT	[34][35]
 Denmark	DR	[36]
 Estonia	Eesti Meedia	[37]
 Finland	Yle TV5 (men's ice hockey)	[38]
 Georgia	GPB	[39]
 Germany	ARD • ZDF	[40]
 Greece	ERT	[41]
 Hungary	MTVA	[42]
 Iceland	RÚV	[39]
 Ireland	RTÉ	[43]
 Israel	Sport 5	[20]
 Italy	RAI ^[iii]	[44][45]
 Kosovo	RTK	[24]
 Latvia	LTV	[39]
 Liechtenstein	SRG SSR	[20]
 Lithuania	TV3	[46]
 Macedonia	MRT	[30][47]
 Moldova	TVR • TRM	[48][49][50]
 Montenegro	RTCG	[51]
 Netherlands	NOS	[52]

 Norway	TVNorge	[53]
 Poland	TVP	[54]
 Portugal	RTP	[55]
 Romania	TVR	[56]
 Serbia	RTS	[57]
 Slovakia	RTVS	[58]
 Slovenia	RTV	[58]
 Spain	DMAX	[59]
 Sweden	Kanal 5	[53]
 Switzerland	SRG SSR	[60]
 Turkey	TRT	[61]
 Ukraine	UA:PBC	[62][63]
 United Kingdom	BBC • Eurosport	[64][65]
 France	France Télévisions	[66]
 Hong Kong	TVB	[67]
 Iran	IRIB Varzesh	[68]
 Japan	Japan Consortium	[69]
 Kazakhstan	RTRK	[70]
 Kyrgyzstan	KTRK	[71]
Latin America	América Móvil	[72]
 Malaysia	Astro	[73]
MENA	beIN Sports	[74]
 Mongolia	TV5	[75]
 New Zealand	Sky Television	[76]
 North Korea	SBS	[77]
Oceania	Sky Television	[76]
 Pakistan	PTV	[78]
 Philippines	TV5 Network	[20][79]
 Russia	Perviy Kanal • VGTRK • Match TV	[80][81]
 Singapore	Eleven Sports Network • MediaCorp	[82]
 South Africa	SABC • SuperSport	[83]
 South Korea	SBS • MBC • KBS	[77][84]
Sub-Saharan Africa	Econet Media • SuperSport	[83]
 Tajikistan	Varzish TV	[85]

 Thailand	Workpoint TV	[20]
 United States	NBCUniversal	[86]
 Uzbekistan	Uzreport TV	[87]
 Vietnam	VTV	[88]

Notes

- i. [^] Rights to be sold to local broadcaster
- ii. [^] Including microstate of San Marino and Vatican City^[20]

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